



Presentation to WCCTAC

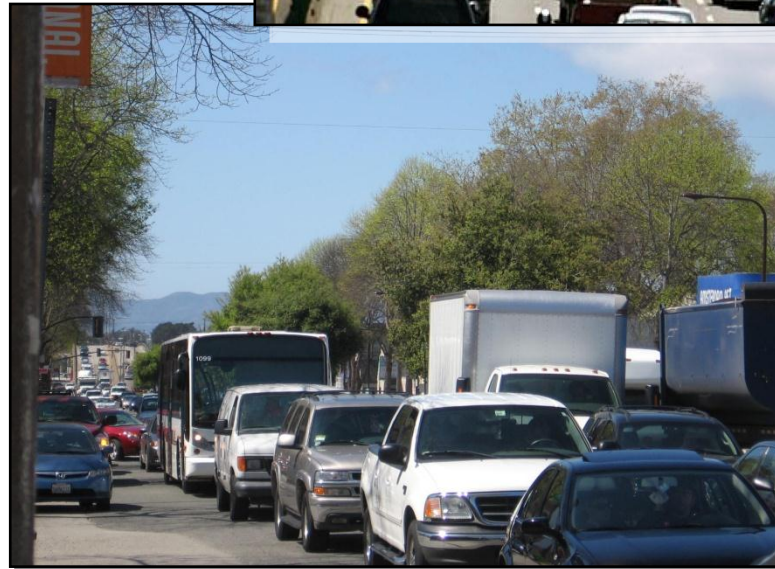
September 2014

Today's Agenda

- Project Overview & Benefits
- Video
- Status/Schedule
- Funding & Partners
- MOU/Maintenance Agreement
- Public Outreach
- Questions

Project Need

Interstate 80



San
Pablo
Ave

Project Benefits

- Purpose & Benefits
 - Alleviate congestion
 - Reduce secondary accidents
 - Improve emergency access



I-80 Integrated Corridor Mobility (ICM) Project Elements

- Adaptive Ramp Metering
- Incident Management
- Traffic and Transit Information
- Improvements on San Pablo Avenue/crossing arterials
- Integration of Freeway and Local Arterial Operations



Project Video



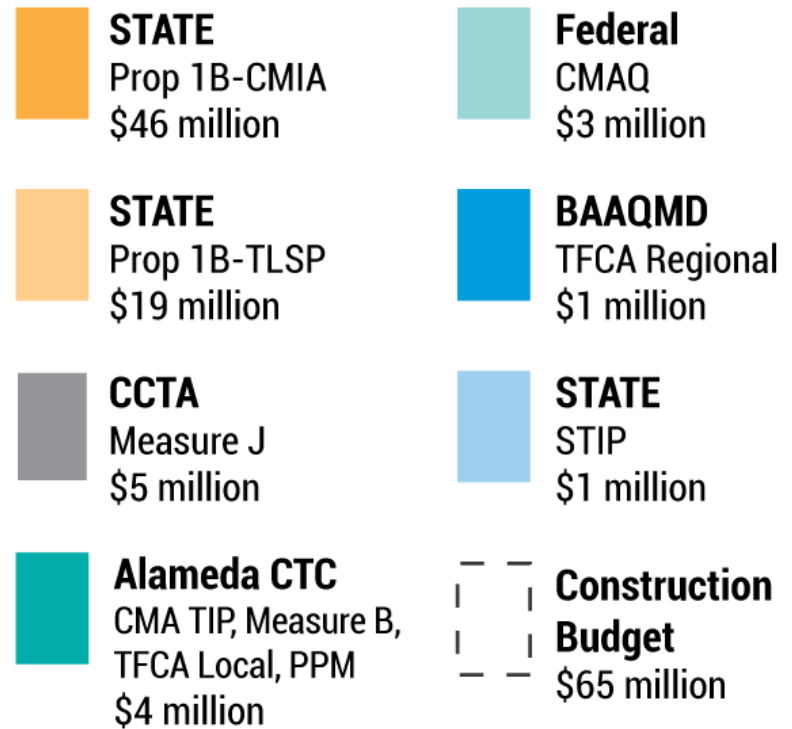
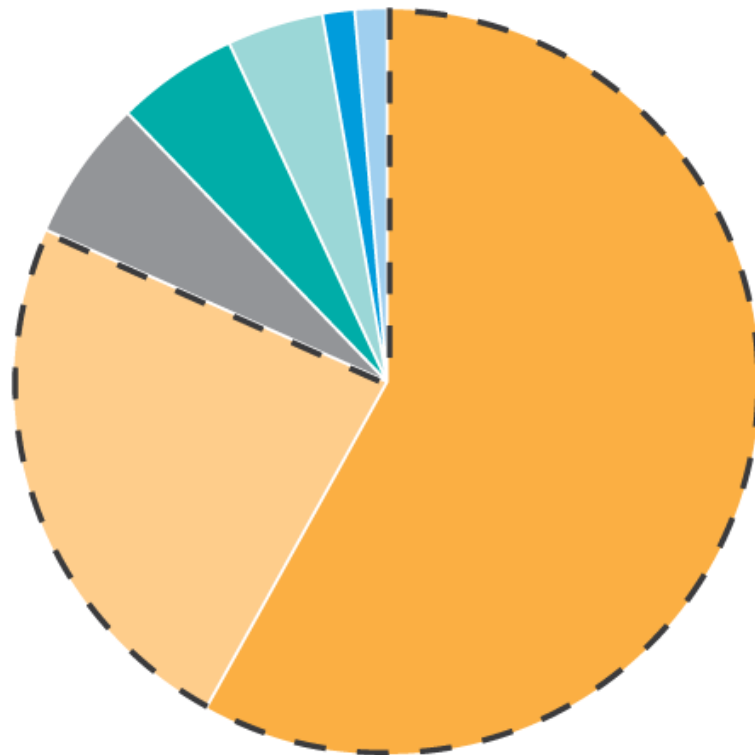
Project Status

- About 70% overall completion
- What's left:
 - Sign frame installation
 - Systems integration
- System activation, Spring 2015



Project Funding

Total BUDGET: \$79 million



Project Partners



California Department
of Transportation



West Contra Costa
Transportation
Advisory Committee



AC Transit



Western Contra
Costa Transit
Authority



City of Albany



Contra Costa
County



City of Berkeley



City of San Pablo



City of Emeryville



City of El Cerrito



City of Hercules



City of Pinole



City of Richmond



City of Oakland

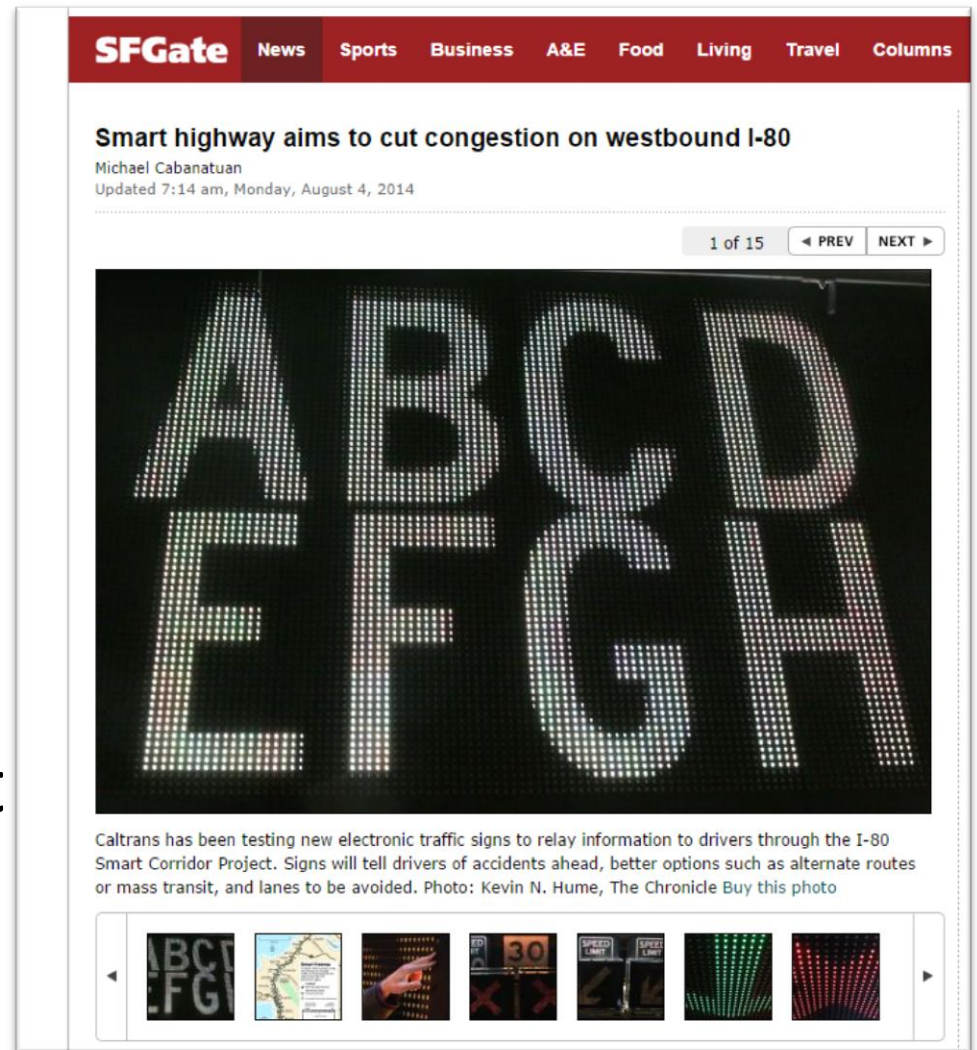


Project Agreements

- **Memorandum of Understanding (MOU)**
 - Signed by 15 project partners in May 2012
 - Established framework for system operations
 - Addressed issues raised by partners
 - Established a structure to address technical issues in future
- **Operations & Maintenance Agreement**
 - Addresses process of conveying O&M funds from CCTA to cities

Communications Messages

- Keep motorists informed of ongoing construction
- Educate motorists about what to expect
- Benefits of project
- SMART Corridor



Key Target Audiences

- Commuters & Motorists
- Elected Officials
- Partner Agencies
- Project Neighbors
- Businesses/Chambers of Commerce
- Goods & Services Providers
- Emergency Responders/CHP



How Will We Reach Them?

- 80SMARTCorridor.org
- Eblasts & Traffic Advisories
- Public Service Announcements
- Presentations
- New and Traditional Media: #80SMART



WELCOME

With average daily traffic reaching 290,000 vehicles, the I-80 corridor is one of the busiest freeways in the Bay Area. The I-80 SMART Corridor Project, representing one of the most extensive Intelligent Transportation Systems in the state, is implementing technological solutions to enhance motorist safety, reduce congestion and improve travel time on I-80 between the Bay Bridge and Carquinez Bridge.

Real-time traffic information, such as variable speed signs and blocked lane signs, will allow drivers to make informed decisions in the event of an incident. Additional improvements include real-time ramp metering on 44 on-ramps to reduce merging conflicts and manage traffic volumes on I-80 and its arterials. Once activated in 2015, these Adaptive Ramp Meters and real-time message signs along the corridor will contribute to optimized roadway operations and will be integrated with, and managed from, the Traffic Management Center at the Caltrans Bay Area headquarters in Oakland.

The \$80 million project is funded by the Corridor Mobility Improvement Account (CMIA) created by State Proposition 1B, approved by Californians in 2006 for transportation needs, the Contra Costa Transportation Authority's Measure J half-cent sales tax and the Alameda County Transportation Commission's Measure B half-cent sales tax.

CONTACT INFO:

Please check back soon for updates to this page. In the meantime, you can call 1-800-747-5031 for additional information.

HOTLINE

**Call 1-800-747-5031
for information.**

TWITTER

Follow **#80SMART** on Twitter for project updates.

How can they reach us?

- info@80SMARTCorridor.org
- Project Hotline: 800-747-5031
- Public Information Officer: (510) 333-4742



Questions?

